

The goal of the Green Marketing in the Digital Age Bachelor's thesis is to contribute to the Czech discourse on green marketing with contemporary findings, explore the relations among the classical marketing theory, the green movement and new opportunities of the digital age as well as to analyse the current situation in the area of green marketing on the Czech market.

The theoretical part recapitulates the historical evolution of green marketing, describes the current situation, and suggests prospective future progress in the area. Furthermore, it focuses on the main challenges in the communication of environmental themes and sets them in the context of the digital age, new media and its advantages that may hold the key to solving said challenges. Finally, it provides two sets of good practice principles for responsible and website communication.

The practical part draws up on the theoretical one with the use of selected principles from each set as the assessment criteria for analysing the style and quality of green communication on corporate website across industries. The results of the analysis provide a compact overview in the form of numeric scores and an additional commentary for each industry. The practical part concludes with the final evaluation of results and a set of suggestions for further improvement.